FIG. 1

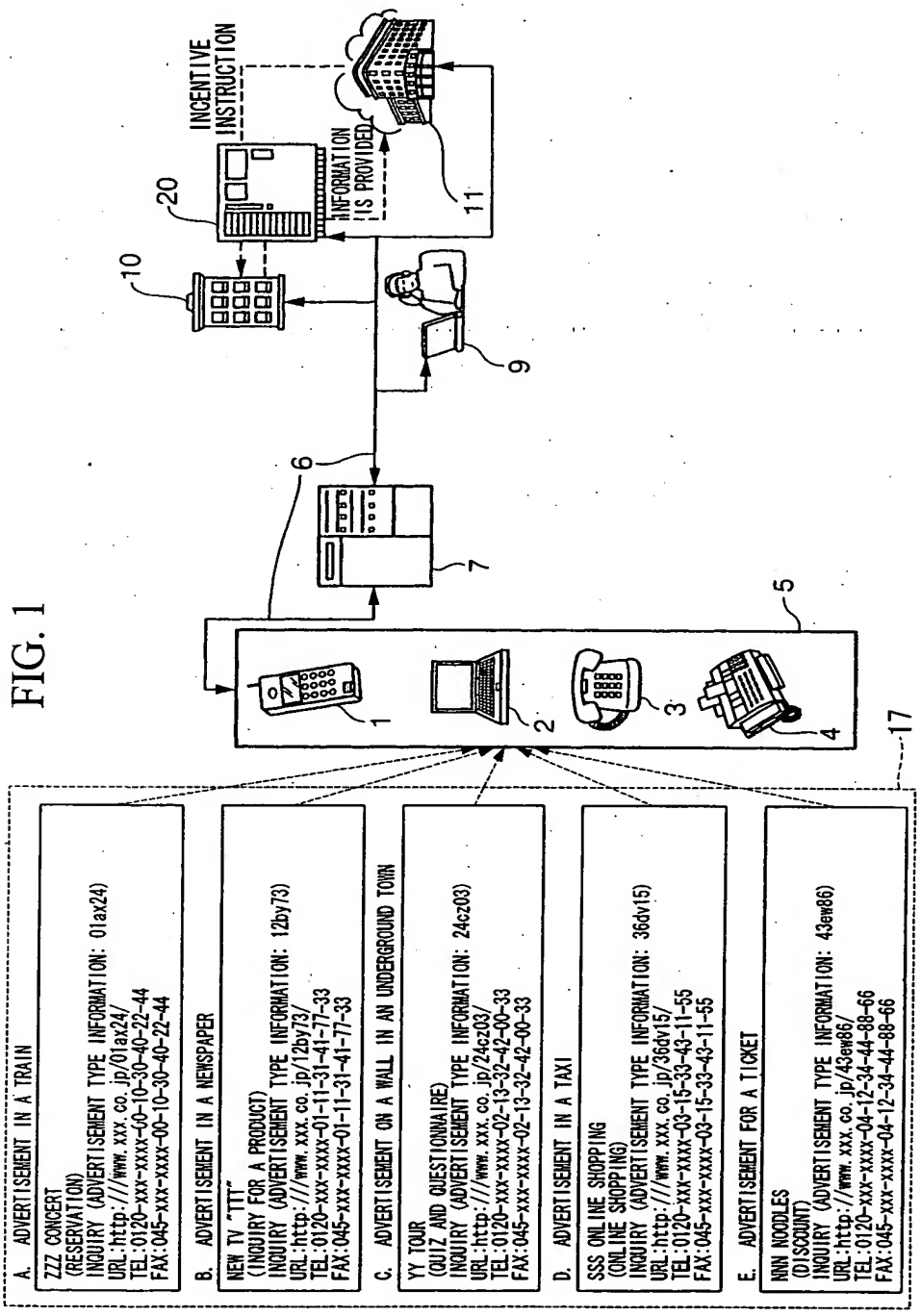

INCENTIVE INSTRUCTION
INFORMATION IS PROVIDED
20
11
10
9
6
7
5
1
2
3
4
17
A. ADVERTISEMENT IN A TRAIN
ZZZ CONCERT
(RESERVATION)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 01ax24)
URL:http://www.xxx.co.jp/01ax24/
TEL:0120-xxx-xxxx-60-10-30-40-22-44
FAX:045-xxx-xxxx-00-10-30-40-22-44
B. ADVERTISEMENT IN A NEWSPAPER
NEW TV "TTT"
(INQUIRY FOR A PRODUCT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 12by73)
URL:http://www.xxx.co.jp/12by73/
TEL:0120-xxx-xxxx-01-11-31-41-77-33
FAX:045-xxx-xxxx-01-11-31-41-77-33
C. ADVERTISEMENT ON A WALL IN AN UNDERGROUND TOWN
YY TOUR
(QUIZ AND QUESTIONNAIRE)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 24cz03)
URL:http://www.xxx.co.jp/24cz03/
TEL:0120-xxx-xxxx-02-13-32-42-00-33
FAX:045-xxx-xxxx-02-13-32-42-00-33
D. ADVERTISEMENT IN A TAXI
SSS ONLINE SHOPPING
(ONLINE SHOPPING)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 36dv15)
URL:http://www.xxx.co.jp/36dv15/
TEL:0120-xxx-xxxx-03-15-33-43-11-55
FAX:045-xxx-xxxx-03-15-33-43-11-55
E. ADVERTISEMENT FOR A TICKET
NNN NOODLES
(DISCOUNT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 43ew86)
URL:http://www.xxx.co.jp/43ew86/
TEL:0120-xxx-xxxx-04-12-34-44-88-66
FAX:045-xxx-xxxx-04-12-34-44-88-66

FIG. 2

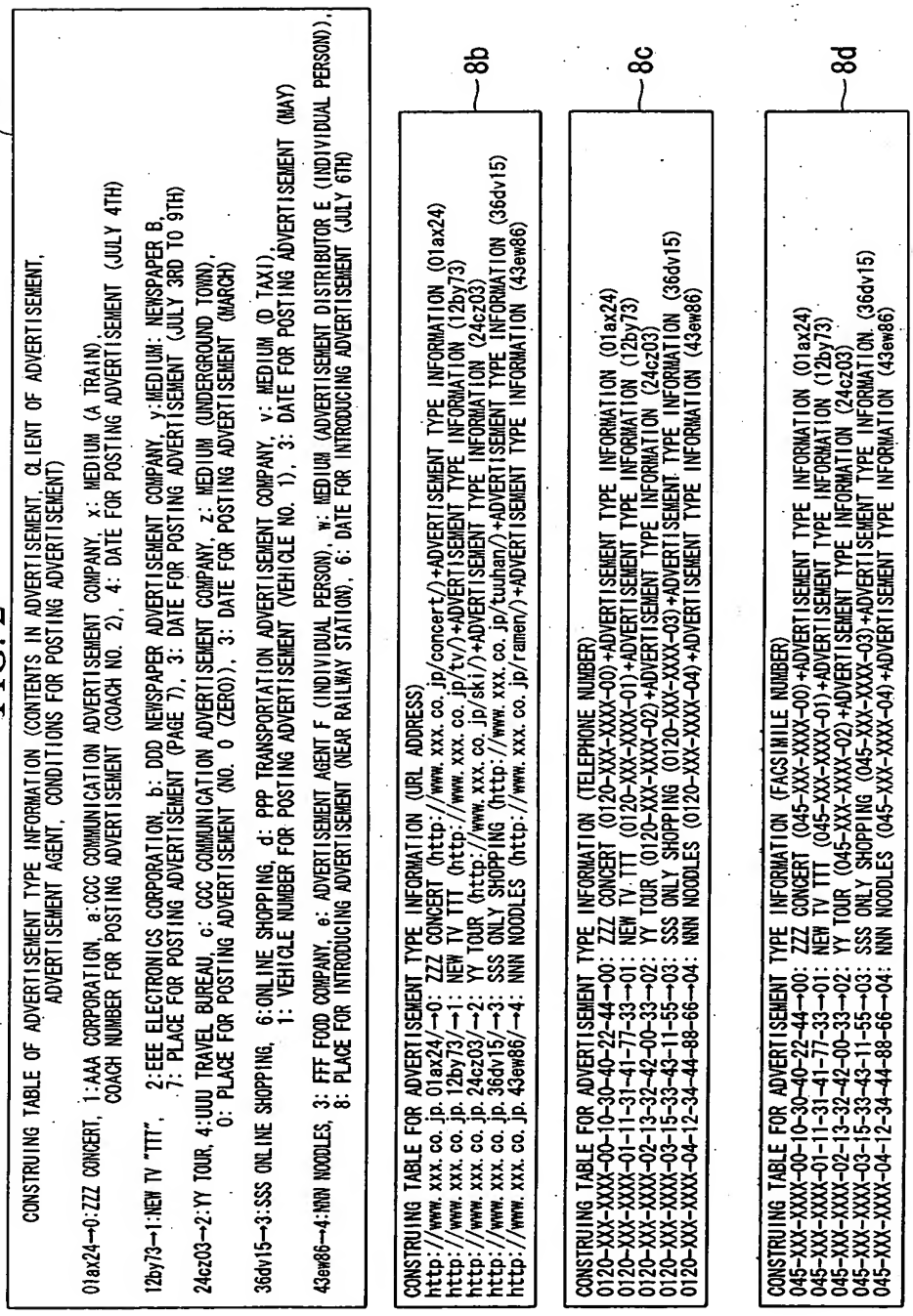

8a
CONSTRUING TABLE OF ADVERTISEMENT TYPE INFORMATION (CONTENTS IN ADVERTISEMENT, CLIENT OF ADVERTISEMENT, ADVERTISEMENT AGENT, CONDITIONS FOR POSTING ADVERTISEMENT)
01ax24→0:ZZZ CONCERT, 1:AAA CORPORATION, a:CCC COMMUNICATION ADVERTISEMENT COMPANY, x: MEDIUM (A TRAIN), COACH NUMBER FOR POSTING ADVERTISEMENT (COACH NO. 2), 4: DATE FOR POSTING ADVERTISEMENT (JULY 4TH)
12by73→1:NEW TV "TTT", 2:EEE ELECTRONICS CORPORATION, b: DDD NEWSPAPER ADVERTISEMENT COMPANY, y:MEDIUM: NEWSPAPER B, 7: PLACE FOR POSTING ADVERTISEMENT (PAGE 7), 3: DATE FOR POSTING ADVERTISEMENT (JULY 3RD TO 9TH)
24cz03→2:YY TOUR, 4:UUU TRAVEL BUREAU, c: CCC COMMUNICATION ADVERTISEMENT COMPANY, z: MEDIUM (UNDERGROUND TOWN), 0: PLACE FOR POSTING ADVERTISEMENT (NO. 0 (ZERO)), 3: DATE FOR POSTING ADVERTISEMENT (MARCH)
36dv15→3:SSS ONLINE SHOPPING, 6:ONLINE SHOPPING, d: PPP TRANSPORTATION ADVERTISEMENT COMPANY, v: MEDIUM (D TAXI), 1: VEHICLE NUMBER FOR POSTING ADVERTISEMENT (VEHICLE NO. 1), 3: DATE FOR POSTING ADVERTISEMENT (MAY)
43ew86→4:NNN NOODLES, 3: FFF FOOD COMPANY, e: ADVERTISEMENT AGENT F (INDIVIDUAL PERSON), w: MEDIUM (ADVERTISEMENT DISTRIBUTOR E (INDIVIDUAL PERSON)), 8: PLACE FOR INTRODUCING ADVERTISEMENT (NEAR RAILWAY STATION), 6: DATE FOR INTRODUCING ADVERTISEMENT (JULY 6TH)
8b
CONSTRUING TABLE FOR ADVERTISEMENT TYPE INFORMATION (URL ADDRESS)
http://www.xxx.co.jp.01ax24/→0: ZZZ CONCERT (http://www.xxx.co.jp/concert/)+ADVERTISEMENT TYPE INFORMATION (01ax24)
http://www.xxx.co.jp.12by73/→1: NEW TV TTT (http://www.xxx.co.jp/tv/)+ADVERTISEMENT TYPE INFORMATION (12by73)
http://www.xxx.co.jp.24cz03/→2: YY TOUR (http://www.xxx.co.jp/ski/)+ADVERTISEMENT TYPE INFORMATION (24cz03)
http://www.xxx.co.jp.36dv15/→3: SSS ONLY SHOPPING (http://www.xxx.co.jp/tuuhan/)+ADVERTISEMENT TYPE INFORMATION (36dv15)
http://www.xxx.co.jp.43ew86/→4: NNN NOODLES (http://www.xxx.co.jp/ramen/)+ADVERTISEMENT TYPE INFORMATION (43ew86)
8c
CONSTRUING TABLE FOR ADVERTISEMENT TYPE INFORMATION (TELEPHONE NUMBER)
0120-XXX-XXXX-00-10-30-40-22-44→00: ZZZ CONCERT (0120-XXX-XXXX-00)+ADVERTISEMENT TYPE INFORMATION (01ax24)
0120-XXX-XXXX-01-11-31-41-77-33→01: NEW TV TTT (0120-XXX-XXXX-01)+ADVERTISEMENT TYPE INFORMATION (12by73)
0120-XXX-XXXX-02-13-32-42-00-33→02: YY TOUR (0120-XXX-XXXX-02)+ADVERTISEMENT TYPE INFORMATION (24cz03)
0120-XXX-XXXX-03-15-33-43-11-55→03: SSS ONLY SHOPPING (0120-XXX-XXXX-03)+ADVERTISEMENT TYPE INFORMATION (36dv15)
0120-XXX-XXXX-04-12-34-44-88-66→04: NNN NOODLES (0120-XXX-XXXX-04)+ADVERTISEMENT TYPE INFORMATION (43ew86)
8d
CONSTRUING TABLE FOR ADVERTISEMENT TYPE INFORMATION (FACSIMILE NUMBER)
045-XXX-XXXX-00-10-30-40-22-44→00: ZZZ CONCERT (045-XXX-XXXX-00)+ADVERTISEMENT TYPE INFORMATION (01ax24)
045-XXX-XXXX-01-11-31-41-77-33→01: NEW TV TTT (045-XXX-XXXX-01)+ADVERTISEMENT TYPE INFORMATION (12by73)
045-XXX-XXXX-02-13-32-42-00-33→02: YY TOUR (045-XXX-XXXX-02)+ADVERTISEMENT TYPE INFORMATION (24cz03)
045-XXX-XXXX-03-15-33-43-11-55→03: SSS ONLY SHOPPING (045-XXX-XXXX-03)+ADVERTISEMENT TYPE INFORMATION (36dv15)
045-XXX-XXXX-04-12-34-44-88-66→04: NNN NOODLES (045-XXX-XXXX-04)+ADVERTISEMENT TYPE INFORMATION (43ew86)

FIG. 3

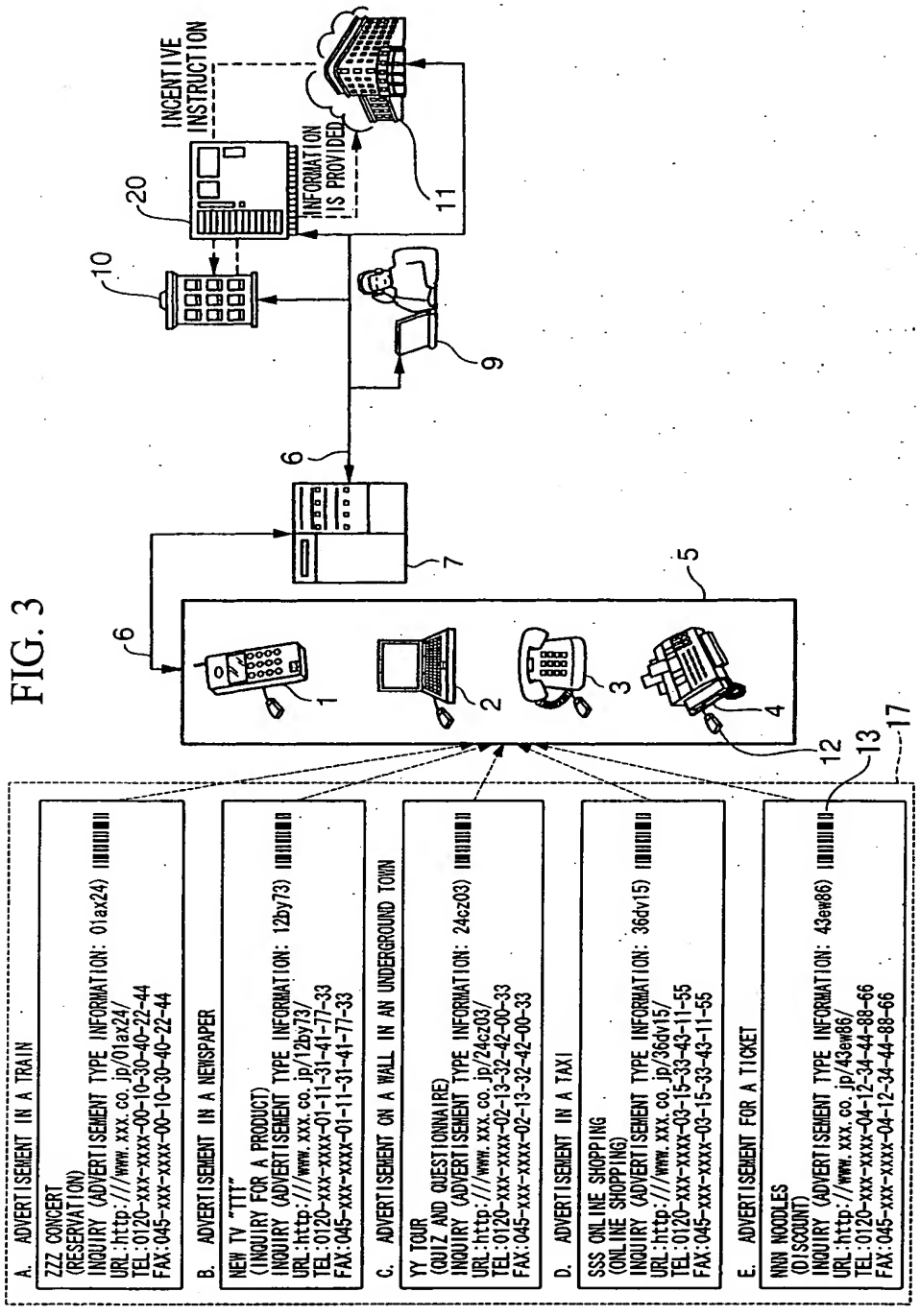

INCENTIVE INSTRUCTION
INFORMATION IS PROVIDED
20
11
10
9
6
7
6
5
1
2
3
4
12
13
17
A. ADVERTISEMENT IN A TRAIN
ZZZ CONCERT
(RESERVATION)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 01ax24)
URL:http:///www.xxx.co.jp/01ax24/
TEL:0120-xxx-xxxx-00-10-30-40-22-44
FAX:045-xxx-xxxx-00-10-30-40-22-44
B. ADVERTISEMENT IN A NEWSPAPER
NEW TV "TTT"
(INQUIRY FOR A PRODUCT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 12by73)
URL:http:///www.xxx.co.jp/12by73/
TEL:0120-xxx-xxxx-01-11-31-41-77-33
FAX:045-xxx-xxxx-01-11-31-41-77-33
C. ADVERTISEMENT ON A WALL IN AN UNDERGROUND TOWN
YY TOUR
(QUIZ AND QUESTIONNAIRE)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 24cz03)
URL:http:///www.xxx.co.jp/24cz03/
TEL:0120-xxx-xxxx-02-13-32-42-00-33
FAX:045-xxx-xxxx-02-13-32-42-00-33
D. ADVERTISEMENT IN A TAXI
SSS ONLINE SHOPPING
(ONLINE SHOPPING)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 36dv15)
URL:http:///www.xxx.co.jp/36dv15/
TEL:0120-xxx-xxxx-03-15-33-43-11-55
FAX:045-xxx-xxxx-03-15-33-43-11-55
E. ADVERTISEMENT FOR A TICKET
NNN NOODLES
(DISCOUNT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 43ew86)
URL:http:///www.xxx.co.jp/43ew86/
TEL:0120-xxx-xxxx-04-12-34-44-88-66
FAX:045-xxx-xxxx-04-12-34-44-88-66

FIG. 4

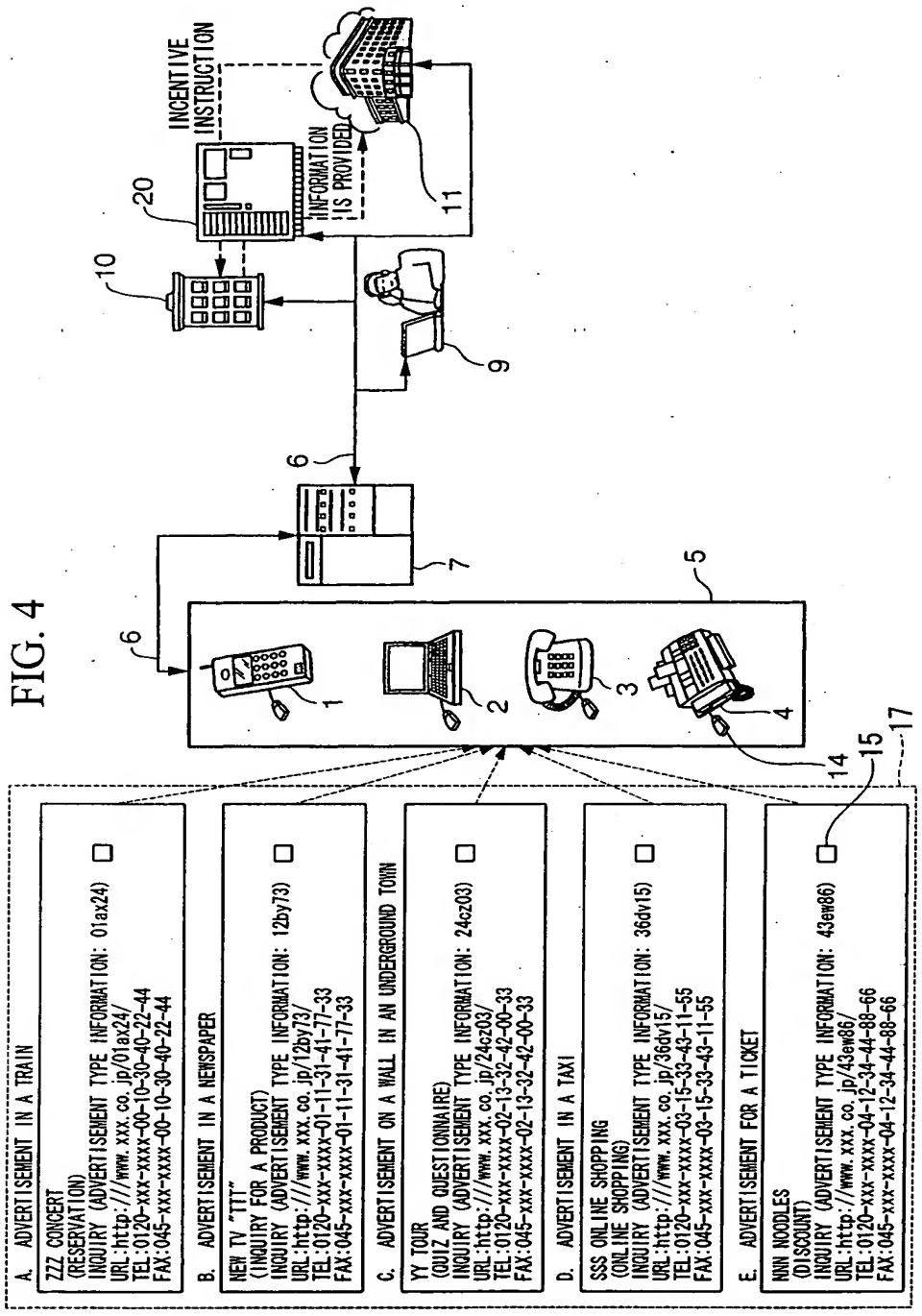

INCENTIVE INSTRUCTION
INFORMATION IS PROVIDED
A. ADVERTISEMENT IN A TRAIN
ZZZ CONCERT
(RESERVATION)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 01ax24)
URL:http:///www.xxx.co.jp/01ax24/
TEL:0120-xxx-xxxx-00-10-30-40-22-44
FAX:045-xxx-xxxx-00-10-30-40-22-44
B. ADVERTISEMENT IN A NEWSPAPER
NEW TV "TTT"
(INQUIRY FOR A PRODUCT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 12by73)
URL:http:///www.xxx.co.jp/12by73/
TEL:0120-xxx-xxxx-01-11-31-41-77-33
FAX:045-xxx-xxxx-01-11-31-41-77-33
C. ADVERTISEMENT ON A WALL IN AN UNDERGROUND TOWN
YY TOUR
(QUIZ AND QUESTIONNAIRE)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 24cz03)
URL:http:///www.xxx.co.jp/24cz03/
TEL:0120-xxx-xxxx-02-13-32-42-00-33
FAX:045-xxx-xxxx-02-13-32-42-00-33
D. ADVERTISEMENT IN A TAXI
SSS ONLINE SHOPPING
(ONLINE SHOPPING)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 36dv15)
URL:http:///www.xxx.co.jp/36dv15/
TEL:0120-xxx-xxxx-03-15-33-43-11-55
FAX:045-xxx-xxxx-03-15-33-43-11-55
E. ADVERTISEMENT FOR A TICKET
NNN NOODLES
(DISCOUNT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 43ew86)
URL:http:///www.xxx.co.jp/43ew86/
TEL:0120-xxx-xxxx-04-12-34-44-88-66
FAX:045-xxx-xxxx-04-12-34-44-88-66
1
2
3
4
5
6
6
7
9
10
11
14
15
17
20

FIG. 5

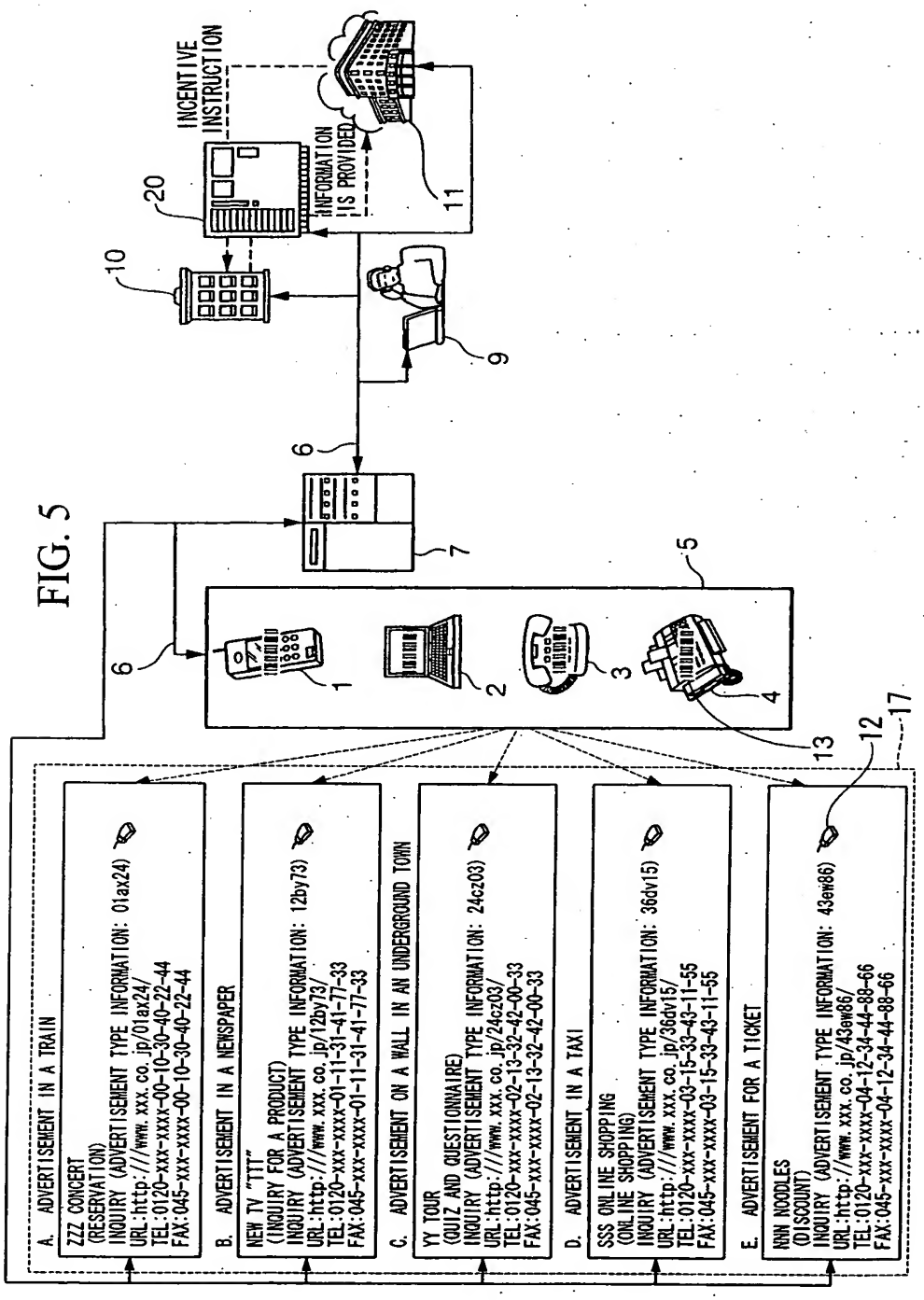
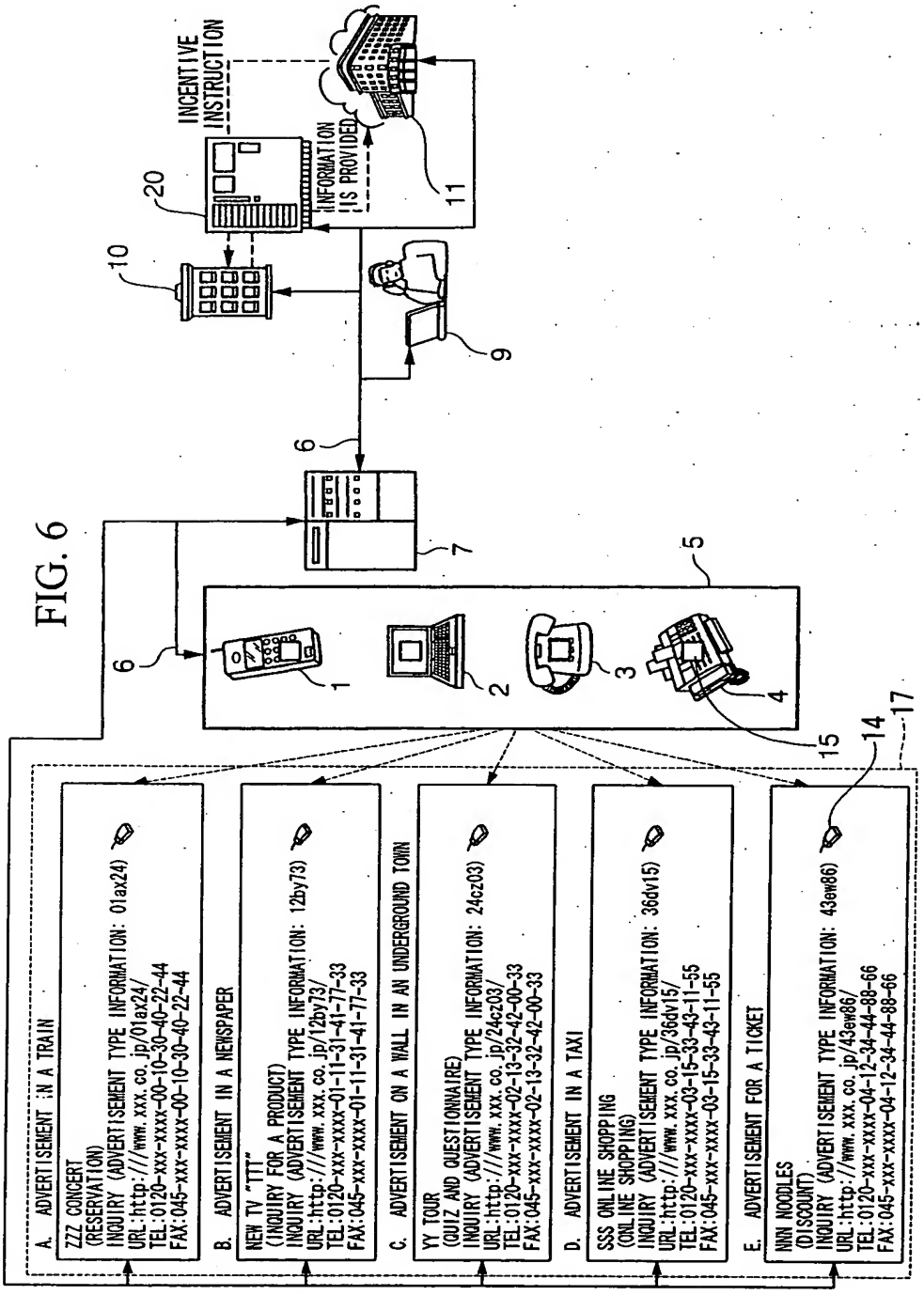

INCENTIVE INSTRUCTION
INFORMATION IS PROVIDED
A. ADVERTISEMENT IN A TRAIN
ZZZ CONCERT
(RESERVATION)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 01ax24)
URL:http:///www.xxx.co.jp/01ax24/
TEL:0120-xxx-xxxx-00-10-30-40-22-44
FAX:045-xxx-xxxx-00-10-30-40-22-44
B. ADVERTISEMENT IN A NEWSPAPER
NEW TV "TTT"
(INQUIRY FOR A PRODUCT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 12by73)
URL:http:///www.xxx.co.jp/12by73/
TEL:0120-xxx-xxxx-01-11-31-41-77-33
FAX:045-xxx-xxxx-01-11-31-41-77-33
C. ADVERTISEMENT ON A WALL IN AN UNDERGROUND TOWN
YY TOUR
(QUIZ AND QUESTIONNAIRE)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 24cz03)
URL:http:///www.xxx.co.jp/24cz03/
TEL:0120-xxx-xxxx-02-13-32-42-00-33
FAX:045-xxx-xxxx-02-13-32-42-00-33
D. ADVERTISEMENT IN A TAXI
SSS ONLINE SHOPPING
(ONLINE SHOPPING)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 36dv15)
URL:http:///www.xxx.co.jp/36dv15/
TEL:0120-xxx-xxxx-03-15-33-43-11-55
FAX:045-xxx-xxxx-03-15-33-43-11-55
E. ADVERTISEMENT FOR A TICKET
NNN NOODLES
(DISCOUNT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 43ew86)
URL:http://www.xxx.co.jp/43ew86/
TEL:0120-xxx-xxxx-04-12-34-44-88-66
FAX:045-xxx-xxxx-04-12-34-44-88-66
1
2
3
4
5
6
7
9
10
11
12
13
17
20

FIG. 6


INCENTIVE INSTRUCTION
INFORMATION IS PROVIDED
20
11
10
9
6
7
5
6
1
2
3
4
15
14
17
A. ADVERTISEMENT IN A TRAIN
ZZZ CONCERT
(RESERVATION)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 01ax24)
URL:http:///www.xxx.co.jp/01ax24/
TEL:0120-xxx-xxxx-00-10-30-40-22-44
FAX:045-xxx-xxxx-00-10-30-40-22-44
B. ADVERTISEMENT IN A NEWSPAPER
NEW TV "TTT"
(INQUIRY FOR A PRODUCT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 12by73)
URL:http:///www.xxx.co.jp/12by73/
TEL:0120-xxx-xxxx-01-11-31-41-77-33
FAX:045-xxx-xxxx-01-11-31-41-77-33
C. ADVERTISEMENT ON A WALL IN AN UNDERGROUND TOWN
YY TOUR
(QUIZ AND QUESTIONNAIRE)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 24cz03)
URL:http:///www.xxx.co.jp/24cz03/
TEL:0120-xxx-xxxx-02-13-32-42-00-33
FAX:045-xxx-xxxx-02-13-32-42-00-33
D. ADVERTISEMENT IN A TAXI
SSS ONLINE SHOPPING
(ONLINE SHOPPING)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 36dv15)
URL:http:///www.xxx.co.jp/36dv15/
TEL:0120-xxx-xxxx-03-15-33-43-11-55
FAX:045-xxx-xxxx-03-15-33-43-11-55
E. ADVERTISEMENT FOR A TICKET
NNN NOODLES
(DISCOUNT)
INQUIRY (ADVERTISEMENT TYPE INFORMATION: 43ew86)
URL:http://www.xxx.co.jp/43ew86/
TEL:0120-xxx-xxxx-04-12-34-44-88-66
FAX:045-xxx-xxxx-04-12-34-44-88-66

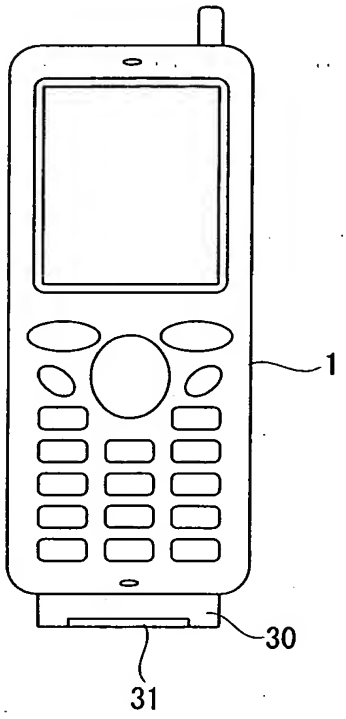



FIG. 7